

Convention & Tourism Committee - MINUTES
November 19, 2019 at 4:00 p.m.
El Dorado Middle School

Attendees:

*Stephanie Mogolis (Deer Grove rep for Natalie Donges)
Jean Plummer
Seth Turner
Steve Reynolds
Deanna Bonn
Randy Just
Matt Guthrie
Tabitha Sharp
Molly Denton

Absent:

Tiya Tonn
Ross Viner
Karen Anderson
*Natalie Donges

The meeting was called to order at 4:00 p.m. Minutes from June 11, 2019 were approved: Randy motions, Steve seconds the motion.

This committee currently has 8 members, but should be at 11 members for its full capacity. The Commission may vote soon to take the membership capacity down to 9 members and eliminate the requirement to have four members be a representative of businesses connected to the hotel/motel industry. The current members are in agreeance that these would be good changes to the committee. There are four members that will be up for renewal at the end of 2019: Natalie Donges, Jean Plummer, Ross Viner and Randy Just. Renewal applications will be sent to those individuals if they wish to reapply.

The group also discussed the overall duty of this committee and what its role is. The Commission would like to see this group be more effective and better serve the Community Marketing and Convention and Visitors Bureau department. The committee unanimously agreed that they would like to be more involved on the rebranding initiative and CVB grant program, both will take effect in 2020. There is also a plan to help promote the El Dorado Lake more and market El Dorado as the "Outdoor Destination" for South Central Kansas.

The latest transient guest tax report shows above average numbers for the 3Q of 2019. With the refinery turnaround happening in the 4Q months, our numbers are projected to remain above average for the rest of the year. A separate report was given to the committee to review.

Both the new rebranding initiative and grant program will need more funds to execute. City staff proposed increasing the transient guest tax by either 1%, 2% or 3%. The current rate is at 5%. The transient guest tax rate is an additional tax charged to those staying at our hotels and bed and breakfast establishments. El Dorado residents will not be effected by this tax rate increase. Based on \$169,000 (an average non-refinery turnaround year of revenue), if the rate increased to 6% that would generate an

additional \$33,800 in revenue. If the rate increased to 7% that would generate an additional \$67,600 in revenue. If the rate increased to 8% that would generate an additional \$101,400 in revenue. The rebranding campaign is estimated to cost at least \$50,000 for the development and an additional \$30,000-40,000 each year to implement. The grant program is TBD on the funds needed. Because of the need for at least \$50,000 in additional revenue to perform these tasks, the committee agreed that the rate should be increased to 7%.

A few community events coming up to note are the Old Fashioned Christmas and Parade hosted by El Dorado Main Street on December 7th. Drums Across Kansas also announced they will return to BG Stadium on Monday, July 13, 2020.

El Dorado will also be turning 150 years old in September of 2021. There will be a separate committee formed to help plan the celebrations for that.

The next scheduled meeting will be on Tuesday, January 21st at 4:00 p.m. at City Hall. Several RFQs (Request for Qualifications) will be sent to some marketing/branding companies. Depending on what we receive back by the January meeting, this group may review those companies and their qualifications at that time or schedule another meeting to do so.

The remaining schedule for 2020 will be determined at the January meeting.

Meeting adjourned 5:05 p.m.

Minutes submitted by Molly Denton